

AGENDA SUMMARY PAGE
CITY COUNCIL MEETING OF: MAY 20, 2009

DEPARTMENT: PLANNING AND DEVELOPMENT

DIRECTOR: M. MARGO WHEELER

☐ Consent ☒ Discussion

SUBJECT:

Report on the Census 2010 from David Byerman, Chief Government Liaison for Nevada, U.S. Census Bureau – All Wards

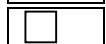
Fiscal Impact



No Impact



Augmentation Required



Budget Funds Available

Amount:

Funding Source:

Dept./Division:

PURPOSE/BACKGROUND:

The 2010 Census represents many challenges for Southern Nevada. Much is at stake including federal revenue allocation, increased political representation, and valuable information concerning residents. As of July, 2008, seventy-two percent of all Nevadans reside in Clark County. At the same time, about one in five people in Nevada live in the city of Las Vegas. Those population figures make the Las Vegas Metropolitan area the “linchpin” for a successful 2010 Census in Nevada.

RECOMMENDATION:

Receive report

BACKUP DOCUMENTATION:

Submitted after Meeting – PowerPoint Presentation by Staff

Minutes:

No motion required. A report was given.

DAVID BYERMAN, Chief Government Liaison for Nevada, U.S. Census Bureau, 2057 Glorieta Lane, gave a brief report on the 2010 Census using a PowerPoint Presentation which was submitted for the record. He explained that the census is about power in Congress, jobs and funding from the federal government.

The results of the 2010 Census will have profound repercussions throughout the State. Nevada is on the cusp of gaining additional congressional seats and electoral votes. The results will be used to redistrict the State Legislature and the census is an opportunity to make sure that the people in Southern Nevada are accurately represented in the State Legislature.

The Census will also stimulate the economy by providing much-needed jobs. Over 1,340 people were hired throughout the state, with positions starting at \$13 an hour. More people will be hired

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throughout the year for a total of 4,000 people hired for the census. MR. BYERMAN stated that the Census was currently recruiting for management positions with the additional offices in Southern Nevada opening within the next four months. He invited anyone interested in Census employment to call the Census Hotline at 866-861-2010. He explained that several assessments are used as part of the hiring process.

Nevada had the fifth worst response rate for the 1990 Census, but the successful grassroots campaign to increase participation resulted in Nevada having the most improved response rate for the 2000 Census. Every Nevadan missed by the Census translates into missed funding from the federal government and those funds are part of the solution to the State's fiscal challenges.

MR. BYERMAN stressed that the success of the 2010 Census will have a huge impact on the quality of life for Nevadans and asked the Council to include it in their community outreach. He stated that changing the approach of the census into a grassroots effort helped improve Nevada's response rate in the 2000 census. He noted that information on the 2010 Nevada Census can be found at www.twitter.com/nvcensus.

MR. BYERMAN informed MAYOR GOODMAN that everyone is counted for the Census, both citizens and undocumented workers. He stressed that the information is kept strictly confidential for 72 years and is not shared with law enforcement or U.S. Citizenship and Immigration Services. He explained that the grassroots effort helped increase the participation of undocumented workers by involving the community in assuring them that their information was protected.

